

O I P E SCOTT
SEP 10 2004
PATENT & TRADEMARK OFFICE

Response Under 37 CFR §1.116
EXPEDITED PROCEDURE

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:) Group Art Unit: 2611
Ta-Ching PONG)
Serial Number: 09/881,815) Examiner: N. Vu
Filed: June 18, 2001)
) Attorney Docket: PONG3002beu
)
) Confirmation No.: 9271

For: **System And Method For Insertion And Modification Of Advertisements**

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Technology Center 2600

RESPONSE UNDER 37 CFR §1.116, AFTER FINAL

Honorable Commissioner For Patents
P.O. Box 1450
Alexandria, VA. 22313-1450

Sir:

This paper is in response to the Official Action dated November 21, 2003.

Amendments to the claims begin on page 2.

Remarks/Arguments begin on page 5.